WHAT IS CLAIMED IS:

1.   A revenue management data model comprising:

a first data structure containing a representation of a network demand;

a second data structure containing a representation of a network resource;

a third data structure containing a representation of a resource bundle; and

a fourth data structure containing a representation of a resource bundle to demand link.

2.   The data model of Claim 1, wherein each resource bundle to demand link associates the resource bundle to the network demand.

3.   The data model of Claim 1, wherein the second data structure further includes:

a representation of the maximum capacity of the;

a representation of the physical capacity of the; and

a representation of the expected use capacity of the network resource.

4.   The data model of claim 1, wherein the fourth data structure further comprises:

a representation of an optimal quantity; and

a representation of an optimal price.

5.   The data model of Claim 1, wherein the data model is applied the airline industry.

6.   The data model of Claim 5, wherein the network demand further comprises:

an itinerary demand; and

a fare class demand.

7.   The data model of Claim 6, wherein the network resource includes a seat on a flight leg.

8.   The data model of Claim 7, wherein the resource bundle includes an origin to destination itinerary.

9.	The data model of Claim 8, wherein the resource bundle to demand link associates the origin to destination itinerary with the network demand.

10.	The data model of Claim 1, further comprising a fifth data structure representing a resource demand.

11.	The data model of Claim 10, wherein the resource demand represents a total demand on the resource.

12.	The data model of Claim 1, wherein:

the first data structure further contains a representation of a plurality of network demands;

the second data structure further contains a representation of a plurality of network resources;

the third data structure further contains a representation of a plurality of resource bundles; and

the fourth data structure further contains a representation of a plurality of resource bundle to demand links.

13.   A method of storing revenue management data comprising:

storing a representation of a network demand;

storing a representation of a network resource;

storing a representation of a resource bundle; and

storing a representation of a resource bundle to demand link, wherein the resource to bundle demand link associates the network demand with the resource bundle.

14.   The method of Claim 13, wherein the step of storing the network resources further comprises:

storing a maximum capacity for network resource;

storing the physical capacity of the network resource; and

storing the expected use capacity for the network resource.

15.   The method of Claim 13, wherein the step of storing the resource bundle to demand link further comprises:

storing an optimal quantity for the resource bundle; and

storing an optimal price for the resource bundle.

16.   The method of Claim 13, wherein the network demand further comprises:

an itinerary demand; and

a fare class. demand

17.   The method of Claim 13, wherein the network resource includes a flight leg.

18.   The method of Claim 13, wherein the resource includes an origin to destination itinerary.

19.   The method of Claim 18, wherein the resource bundle to demand link associates the origin to destination itinerary with the network demand.